



DESIGN: PAPER I

Time: 3 hours

100 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This examination paper consists of 6 pages, one black and white Addendum Sheet A and one colour Addendum Sheet B.
 2. This paper consists of three sections:

SECTION A	Design Literacy	–	Language of design	30 marks
SECTION B	Design in Context	–	Historical	30 marks
SECTION C	Design in Context	–	Contemporary	40 marks
 3. Read through the paper carefully before answering any questions.
 4. There are choices within some questions in this paper. Read your options carefully and number your answers **clearly according to the question paper**.
 5. Ensure that you **follow the instructions** given in the questions.
 6. Start **each new section** on a new page.
 7. Use the mark allocation to determine the time to be spent on each question. One mark is awarded for each **substantiated fact**.
 8. Do **NOT** repeat the same facts and examples for different questions **OR** use the examples presented in the question as part of your answers unless specifically asked to do so.
 9. **Underline** the names of designers and their **works** in Sections B and C.
 10. It is in your own interest to write legibly and neatly.
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SECTION A DESIGN LITERACY – LANGUAGE OF DESIGN

Answer ALL the questions in this section.

QUESTION 1 THE DESIGN PROCESS

- 1.1 Refer to the images labelled Question 1.1 on the black and white Addendum Sheet A to answer this question.

There are many different models of the design process, each suitable for a specific kind of design problem. From the four **diagrammatical representations** of design processes shown on the Addendum Sheet A, select the ONE model that you feel would **best enable** a collaborative or transdisciplinary design project.

Give the name of the specific model and give **TWO** justifications for your selection.

(2)

- 1.2 Predict **TWO possible constraints** that a collaborative or transdisciplinary design process might present to designers.

(2)

- 1.3 Briefly explain why digital media have been promoted as key tools for transdisciplinary or collaborative design.

(1)

[5]

QUESTION 2 DESIGN COMMUNICATION

- 2.1 Refer to the illustration on Addendum Sheet A labelled Question 2.1 to answer this question.

2.1.1 The South African design studio Am I Collective created an illustration for Joe Public for their client Anglo American. What, in your opinion, does the illustration represent?

(1)

2.1.2 Identify **TWO** images or symbols that are used and the message that they communicate.

(2)

- 2.2 Refer to the two print advertisements on Addendum Sheet B labelled Question 2 by Black River FC: First for Women.

2.2.1 Identify **TWO** ways in which the advertisements show **gender stereotyping**.

(2)

2.2.2 Explain how the **stylistic treatment** of each advertisement reinforces the message.

(2)

[7]

QUESTION 3 VISUAL ANALYSIS

Refer to the images on the colour Addendum Sheet B marked Question 3 to answer this question.

Select **ONE** of the design products shown on **the colour Addendum Sheet**, stating **clearly which design you have chosen**.

Analyse the design under the following **headings**, making sure that you discuss the actual design products and not the photograph per se.

- 3.1 Line
- 3.2 Colour
- 3.3 Rhythm
- 3.4 Contrast

[8]

QUESTION 4 TERMINOLOGY

Select **FIVE** of the following terms used in design practice and clearly explain their meaning by referring to **actual design products/examples**.

- 4.1 Haute couture
- 4.2 D4S
- 4.3 Bioplastics
- 4.4 Critical Design
- 4.5 Ergonomics and Anthropometrics
- 4.6 Heritage and conservation
- 4.7 Urban acupuncture
- 4.8 Fair trade
- 4.9 Guerrilla marketing
- 4.10 Consumerism

[5 × 2 = 10]

30 marks

SECTION B DESIGN IN CONTEXT – HISTORICAL

This question is compulsory.

Answer the question in essay format, using argument, reasoning and discourse. (Suggested length of essays – 650 words or roughly three and a half pages).

Make sure that you address the question directly and structure your essay according to the rubric below which is used to mark this section:

Context	Appropriate contextual relevance to the answer	5
Structure	Logical flow of introduction, body, conclusion	3
Content	Depth of factual discussion and reference to designers and works that are pertinent to the answer	7
Visual analysis	Detailed discussion of strategic works	10
Terminology	Relevant use and level of 'design-speak'	5
Total		30

QUESTION 5

Over the past fifty years, the collaboration between design and technology has been a driving force in design. Developments in new materials, production methods and energy sources have stimulated design to ever greater heights.

Discuss the **influence and evolution of technology** over **THREE** different design movements since the 1960s. Discuss at least **ONE** designer from **each movement** who responded to the impetus of technological advancement, referring to **TWO** works by that designer.

[30]

30 marks

SECTION C DESIGN IN CONTEXT – CONTEMPORARY

Answer TWO QUESTIONS from this section. You may include drawings and mind maps to support your answers.

You may not repeat the same information in different answers!

QUESTION 6 DESIGN IN A CULTURAL CONTEXT

- 6.1 Briefly describe the role that design plays in the creation of culture and give an example of how it does so. (2)
- 6.2 Define the term '**cultural hybridity**' by referring to appropriate design examples. (4)
- 6.3 Explain the difference between the terms '**vernacular**' and '**indigenous craft**' production by referring to **TWO** relevant designs and their designers. (4)
- 6.4 As the concept of a **global culture** becomes more of a reality as a result of global tourism, many designers are paying homage to their **social imaginary**.

Discuss the work of **ONE** contemporary designer who creates designs using one or more of the principles referred to above. Refer to at least **THREE** designs by the designer to substantiate your discussion, discussing **ONE** in detail. (10)

[20]

QUESTION 7 DESIGN IN AN ENVIRONMENTAL CONTEXT

- 7.1 A growing awareness of the impact that design has on the environment is influencing the way that many designers create products, systems and environments. Describe **THREE** main factors that designers should take into account when designing to influence the **product life cycle** and **life cycle impact**. (3)
- 7.2 Briefly define the design strategy of **disassembly** by referring to at least **ONE** design product that has made use of it. (3)
- 7.3 Explain the difference between **biomimicry** and **hybridisation** by referring to specific design works. (4)
- 7.4 **Smart materials** and **new production technologies** are becoming very prominent in contemporary design. Discuss the work of **ONE** well-known designer who is using smart materials and/or new production technologies in their work.

- Discuss the aims, influences and characteristics of the designer by mentioning at least **THREE** works.
- Discuss **ONE design** in detail. (10)

[20]

QUESTION 8 DESIGN IN A SOCIAL CONTEXT

- 8.1 Briefly describe the effect that **globalisation** has had on design. (2)
- 8.2 Explain the term '**glocalisation**' by referring to design. (2)
- 8.3 List **TWO** designs and their designers that meet the needs for **basic human rights**, giving a brief explanation of how they do so. (6)
- 8.4 The call to use design as a tool to activate social change has been taken up by many designers who, through **design intervention and activism**, are using their work to create **social regeneration**. These designers are devising creative solutions to address issues like **HIV-awareness, challenging bias and prejudice** and **promoting human centred design**.

Discuss the work of **ONE** designer (or design project) who is working with design in an attempt to benefit society in at least one of the ways suggested above. Outline the aims and stylistic characteristics of the designer by referring to at least **THREE** works, discussing **ONE** design in detail. (10)

[20]**QUESTION 9 DESIGN IN A BUSINESS CONTEXT**

- 9.1 List **THREE** ways in which a designer can protect their **intellectual property**. (3)
- 9.2 Define the term '**open source**', by briefly explaining the impact that it has made on the design world. (2)
- 9.3 Suggest and describe two ways in which a company or product can build a **brand**. (2)
- 9.4 Explain the term '**crowd-sourcing**', detailing why and how a designer would use this design strategy. (3)
- 9.5 There are many designers who are working with **design co-operatives** and **Corporate Social Responsibility** programmes to create successful designs that meet the needs of the business world and society at large without causing harm to the planet or people.

Discuss the work of **TWO** designers who work with design co-operatives and/or CSI (Corporate Social Investment) programmes, referring to at least **TWO** designs by each to substantiate your answer. (10)

[20]

40 marks

Total: 100 marks